

Here he is! **THE MAN
WHO MAKES THE NATION LAUGH!**

See Stu Erwin in his funniest hit...as the country boy with
two reasons for making good...a blonde and a brunette!



"DANCE CHARLIE DANCE"

with

**STUART ERWIN • JEAN MUIR
GLENDA FARRELL • ALLEN JENKINS**

Directed by Frank McDonald • Music and Lyrics by M. K. Jerome
& Jack Scholl • A First National Picture • Presented by Warner Bros.

Here it is! . . . **YOUR CAMPAIGN
PLAN FROM WARNER BROS.**

Clap hands....

**HERE
COMES
CHARLIE!**



“DANCE, CHARLIE, DANCE”

built for laughing purposes, starring:

STUART ERWIN a “country cousin” who’s fish for the Main Stem.

GLEND A FARRELL as a smart blonde who knows the gentle art of cheating cheaters.

ALLEN JENKINS a chiseling producer.

JEAN MUIR as the heart interest.

COLLETTE LYONS, versatile singer and dancer of “Strike Me Pink”, the Broadway stage hit.

TOMMY WONDER, famed acrobatic tap dancer.

**GEORGE S.
KAUFMAN** top-notch er of B’way hits is the fellow who wrote it.

*They’re set for YOUR showmanship purposes
—the following pages tell how....*

(Review)

Kaufman Comedy On Strand Screen

Author Of Smash Broadway Hits
Also Penned Original Of "Dance,
Charlie, Dance," Warner Film

It's always a delight to stage or movie audiences when a supposed chump makes chumps out of supposed wise guys who were trying to make a chump out of him, if you follow us.

Yet that is what happens in "Dance, Charlie, Dance," the Warner Bros. comedy-drama which opened yesterday at the Strand Theatre, to the pleasure of laughing audiences.

The role of the supposed chump in this instance is played by that ace portrayer of boob parts — Stuart Erwin, who has reached stardom almost entirely in characterizations of that sort.

The story has to do with a couple of phony Broadway producers who induce Erwin, a stage-struck boy from the country who has just inherited some money, to put \$20,000 into a show they want to produce. Allen Jenkins and Charles Foy, excellent Warner comedians, have these parts.

To make things funnier, Jenkins' hard-boiled wife, Glenda Farrell, is an ex-fan-dancer who is always threatening him with a revival of her semi-nudist activities.

The show flops in a small-town tryout, and the rogues offer to sell their controlling interest to Erwin for \$10,000. He doesn't have it, but finds a stagestruck hotel-man, Chester Clute, who puts up the money, taking Erwin in as partner.

Erwin rearranges the show, takes it to New York and it becomes a big money-maker. The two wise guys then offer \$100,000 for it, and the two owners sell—having advance information that the current owners will be sued for plagiarism and will have to give up two-thirds of their profits. Erwin and Clute take their \$100,000 and become partners in the more conservative hotel business.

There's a love story, of course. Erwin becomes romantically attached to a girl who's been acting as his secretary. This is the pretty and capable Jean Muir, and the final fadeout sees their happiness complete.

"Dance, Charlie, Dance" is gay and merry throughout. Erwin, of course, dominates the show, but excellent performances were turned in by Miss Farrell, Jenkins, Clute, Foy, a new comedienne from the stage named Collette Lyons, and, indeed, the whole cast.

Frank McDonald directed the lively comedy from a screen play by Crane Wilbur and William Jacobs, based upon George S. Kaufman's famed play "The Butter and Egg Man." There are two lively song hits by M. K. Jerome and Jack Scholl.

Glenda Really Softie

Hollywood screen stars are a series of contradictions. Glenda Farrell, who has played more hard-boiled, devil-may-care character than possibly any other Warner Bros. actress is, in private life, a "sentimental softy," according to her intimates.

Domesticated and extremely modest, Miss Farrell is known as a friendly counsellor to many a movie novice. Glenda's greatest admirers are the seamstresses in the Warner Bros. wardrobe department who know her to be an exceptionally fine needle-woman.

Miss Farrell is now being featured as Fanny, the fan dancer, in Warner Bros.' "Dance, Charlie, Dance," sharing honors with Stuart Erwin and Jean Muir. The picture will open next Friday at the Strand Theatre.

(Opening Day Story)

Star Quartet Appearing In Alco Comedy

Comedian Stuart Erwin, wise-cracking Glenda Farrell, tough-mugg Allen Jenkins and that tall and lovely Jean Muir head an excellent cast that will be seen today when Warner Bros. farce, "Dance, Charlie, Dance" will be thrown on the screen at the Alco Theatre as the feature attraction.

Two girls who are newcomers to the screen, although they have won considerable renown on the musical comedy stage, make their first appearance in the picture—Collette Lyons and Olive Olson. Both have been Broadway headliners, and great things are expected of them.

The story concerns a boob from the country ("Stu" Erwin, of course) who is induced by a couple of phony Broadway theatrical producers to put his \$20,000 inheritance into a show they want to back. The complications deal with how they tried to trim the chump—and how, in the end, he gave them the trimming of their crooked lives.

Worked in with the comedy yarn are a group of musical numbers with many elaborate settings. The presence of Collette Lyons and Olive Olson and a well-trained chorus all combine to make the picture not only a delightful laugh film but a musical of the first order.

"Dance, Charlie, Dance," was directed by Frank McDonald from a screen play by Crane Wilbur and William Jacobs, based upon a successful stage production by George S. Kaufman, who recently authored the Pulitzer Prize winner comedy, "You Can't Take It With You."

Cast of Characters

Andy Tucker	Stuart Erwin
Mary Mathews	Jean Muir
Fanny Morgan	Glenda Farrell
Alf Morgan	Allen Jenkins
Gordon Fox	Addison Richards
MacArthur	Charles Foy
Alvin Gussett	Chester Clute
Jennie Wolfe	Mary Treen
Bobbie Benson	Collette Lyons
Charlie	Tommy Wonder
Ted Parks	Frank Faylen
Tim	Robert Homans
Richard Milton	Harvey Clark
Jane Arden	Olive Olson

Production Staff

Director	Frank McDonald
Screen Play by	{Crane Wilbur William Jacobs
Stage Play by	George S. Kaufman
Photography by	Warren Lynch, A.S.C.
Film Editor	Frank Magee
Art Director	Carl Jules Weyl
Dialogue Director	Harry Seymour
Music and Lyrics by	{M. K. Jerome Jack Scholl
Musical Director	Leo F. Forbstein



Mat No. 103-10C

Jean Muir and Stuart Erwin are "that way" about each other in "Dance, Charlie, Dance," the hilarious laff hit in which Erwin plays the hick who out-slicks the city slickers. It comes to the Strand next Friday.

BroadwayStars B'way Stars Are Featured In New Movie

Two recruits from vaudeville have important roles in "Dance, Charlie, Dance," the Warner Bros. comedy which opens next Friday at the Strand Theatre.

They are Tommy Wonder of the well-known team of Tommy & Betty Wonder, and Collette Lyons, both former headliners. Miss Lyons also has a musical comedy success to her credit having been featured for a season with "Strike Me Pink" on Broadway.

"Dance, Charlie, Dance" is the story of a small town boob, played by Stuart Erwin, who comes to New York and accidentally puts over a big Broadway show.

Jean Muir is the feminine end of the romantic interest, with Glenda Farrell, Allen Jenkins and a large comedy cast in support. Frank McDonald directed, from a screen play by Crane Wilbur and William Jacobs.

George S. Kaufman, who has authored so many Broadway comedy hits of the past few seasons, also penned "Butter and Egg Man," from which "Dance, Charlie, Dance" was adapted.

(Lead Story)

Riot of Comedians In New Musical

Stuart Erwin, Allen Jenkins
Will Appear In Warner Bros.
Film Taken From Kaufman Hit

"Dance, Charlie, Dance," adapted from a George S. Kaufman play, is a new type of comedy-drama with musical interludes produced by Warner Bros. and scheduled to have its first local showing at the Strand Theatre on Friday.

Stuart Erwin direct from "Slim" success, Jean Muir, the always popular Allen Jenkins, Glenda Farrell, Chester Clute, Collette Lyons of stage fame, Charles Foy, Olive Olson, Addison Richards and a specially chosen beauty chorus constitute the impressive cast.

The settings are said to be numerous and impressive and include both stage and auditorium of a large theatre. Several dance numbers elaborately staged by Eddie Larkin, are interestingly shown in rehearsal and as finished performances.

An unusually elaborate cocktail bar is promised as the background for one episode. One of the large settings is a complete reproduction of a block of New York City buildings, including the front of a theatre.

The well-known song writing team of Jerome and Scholl have written a special musical score including the number "Dance, Charlie, Dance," sung by Olive Olson and chorus, and also a comedy travesty called "Ballet de Bunk."

The musical numbers are not interpolated, but introduced as part of the plot, which concerns a country boy who buys a show so bad that New York critics think it is intentionally so, and call it the greatest and cleverest satire of the age.

Stuart Erwin in the boob role is said to have greater comedy opportunity than in any previous screen part. Jean Muir as the wise stenographer considers this the most suitable role she has ever played.

Allen Jenkins, fresh from a successful role in "The Singing Marine," plays an unscrupulous producer who palms off the flop show on Stuart Erwin. Later he buys it back at the latter's price. The comedy resulting from such a situation is imaginable.

Director Frank McDonald, at his best in handling comedy, said of his players:

"This is the finest lot of comics I ever saw in one picture, and I cannot but believe that the writers had these very people in mind when they wrote the show."

The screen play from which Director McDonald worked was adapted by Crane Wilbur and William Jacobs from George S. Kaufman's famed stage production, "The Butter and Egg Man." Kaufman is probably one of the best-known Broadway playwrights today, and this year was responsible, together with collaborators, for two hits, "Stage Door," and "You Can't Take It With You." The latter comedy won the Pulitzer prize this year. comedians.

Another Foy Comic Star

Charley Foy, he of the many, many, many Foy's who plays one of the villains in "Dance, Charlie, Dance," the Warner Bros. farce-comedy now showing at the Strand Theatre, is one of the eight children—all grown up—of the late Eddie Foy, dean of stage

Fair Film Novices' Debut

Two girls from musical comedy, who never before have appeared on the screen, have important parts in the Warner Bros. farce-comedy, "Dance, Charlie, Dance" now showing at the Strand Theatre. They are Collette Lyons and Olive Olson.

Stuie Staggers Through Tough Elevator Scene

The most difficult scene in "Dance, Charlie, Dance," the Warner Bros. farce-comedy adapted from a George S. Kaufman play now at the Strand Theatre, was made, unexpectedly, in just one "take."

The scene marks Stuart Erwin's introduction in the picture. He is required to walk sleepily down a sidewalk and across a refuse elevator which comes up from the basement of a theatre at exactly the moment the actor's foot steps upon it.

Erwin felt anything but hopeful about the scene. Walking toward the hole in the sidewalk—uncertain that the lift would be properly timed—made appearing nonchalant a rather trying ordeal. Director Frank McDonald felt the same way about it and the entire technical crew was on edge knowing that if anything went wrong Erwin might fall and break his leg, or his neck.

The moments before the cameras started were full of honest suspense. Erwin was uneasy, but determined not to show it in front of the camera. McDonald puffed his pipe with nervous pressure. The technicians grew tense. When the bell rang Erwin began his short but uncertain stroll down the sidewalk. One pace ahead of the hole in the walk the lift shot into place, the actor walked across and the scene was complete.

Everything worked perfectly.

"That's the first time anything like that ever happened to me," said Erwin with a sigh of relief. "I usually fall in and skin my shins or bump my nose."

With Erwin, in "Dance, Charlie, Dance," are Glenda Farrell, Jean Muir, Collette Lyons, Allen Jenkins and many other splendid performers, including Tommy Wonder, dancer, Collette Lyons, versatile musical comedy star, who scored such a hit in "Strike Me Pink" a short while ago.

Wonder Aptly Named

Tommy Wonder, acrobatic dancer in "Dance, Charlie, Dance," the Warner Bros. farce-comedy that opens next Friday at the Strand Theatre, once was a cripple. Dancing and other exercises made him strong, until now he is one of the leading dancers in the profession.

Always "A 'Muggin' "

In "Dance, Charlie, Dance," a Warner Bros. farce due at the Strand Theatre next Friday, Allen Jenkins, one of the comedy villains, plays his fortieth "mugg" part for that studio. Sometimes he has worked in three pictures at once.

Would Direct New Hopefuls' Screen Tests

Jean Muir Offers Aid

When Jean Muir wound up her leading role in "Dance, Charlie, Dance" and completed the busiest year of her meteoric movie career the young Warner Bros. star discussed her secret ambitions.

Recently she joined a night economic class at the University of Southern California. Later she plans to study law. But she has ambitions to do other things within the movie studio than just act. Jean would like nothing better than to be a talent scout and a test directress.

"I think the most terrifying time in any ambitious actress' entire career is her first screen test," says Miss Muir. "She wants to give so much of her thought and feeling to the test that 99 times out of a 100 she overdoes it and makes a bad impression.

"Too frequently these newcomers, who already have their appearance and personality in their favor, ruin their chances by feeling strange and self-conscious once the lights are focused on them and the camera starts to grind.

"I know the feeling and the helpless desperation of it. I think that as a test director I could help the untried and inexperienced youngsters overcome their nervousness and really help them register what they are capable of. I should like to try it.

"Moreover," says the popular young actress, "I should like to make a tour of the country—colleges particularly—between pictures, to find new faces for the screen. I'd like to do it and feel the satisfaction of being the one to offer opportunity to some boy or girl whose very timidity and lack of nerve might be his or her finest screen asset.

"With my own breaking-in experience still fresh in my mind, I think I could really help qualified, but shy, school kids find their opportunity."

Jean at present has the romantic lead, opposite Stuart Erwin, in "Dance, Charlie, Dance," which is a farce-comedy directed by Frank McDonald and opens at the Strand Theatre on Monday. Others in the cast include Allen Jenkins, Glenda Farrell, Collette Lyons, Olive Olson and Chester Clute.

FANLESS FAN DANCER

Glenda Farrell appears as a fan dancer without a fan in "Dance, Charlie, Dance," current back-stage comedy-drama now being shown by Warner Bros. at the Strand Theatre.

Throughout the picture Miss Farrell threatens her producer husband, Allen Jenkins, with a return to her fan dance; but circumstances prevent it and the popular Glenda is seen in some of the season's smartest tailored suits rather than plumed fans. Glenda and Stuart Erwin are co-starred in the picture.

"Show Within Show"

Eddie Larkin directed the dance number created for the theatrical sequences of "Dance, Charlie, Dance," the Warner Bros. comedy now showing at the Strand Theatre. Two peppy dance routines are seen in the "show within a show," and Donald Kerr led them.



Mat No. 209—20c

DANCE CHARLIE DANCE

Stuart Erwin gives Jean Muir a lesson in tap-dancing in "Dance, Charlie, Dance," the hilarious comedy about the goof who laid the golden egg. It comes to the Strand.

ONCE CRIPPLED IS NOW DANCER

He was so crippled he could not stand straight, but three years later he gave a command performance as a dancer before ex-King Edward.

Several different times he has been pronounced dead by reputable physicians. But now he is doing a difficult and speedy acrobatic tap performance in Warner Bros.' "Dance, Charlie, Dance," the comedy-drama that opens next Friday at the Strand Theatre. It is adapted from a George S. Kaufman play.

This living "Believe-it-or-not" is Tommy Wonder, who appeared with his sister, Betty, in big time vaudeville for years, was featured in George White's Scandals and last year scored a big hit in London at the Palladium and at Dorchester House on Park Lane.

Tommy was born in Havre, Montana, and had no idea of being a dancer until a series of illnesses from partial paralysis left him so stooped that he walked with his left arm hanging almost to his ankle. Then, while watching a dancer, he had an irresistible impulse to imitate him. He tried, with little success at first. Then, gradually his shoulder straightened, his legs became agile and he started forward toward fame and fortune.

In "Dance, Charlie, Dance," he is one of a big cast of players including Jean Muir, Stuart Erwin, Glenda Farrell, Allen Jenkins and many others, who were directed by Frank McDonald.

Two musical numbers in which Tommy appears, written by Jack Scholl and M. K. Jerome, were staged by Eddie Larkin.

Feature Player In Tough Spot

Allen Jenkins, the film comedian, declares that a featured player (one rating just less than a star) has the toughest spot in pictures.

Allen, now in "Dance, Charlie, Dance," which comes to the Alce Theatre on Monday, has been a featured funmaker in forty-one Warner Bros. pictures and almost as many more at other studios to which he has been loaned.

"A featured player," he said, "cannot afford to give one bad performance without endangering his position. A star, however, may make a poor picture, then come back next time with a good one and all is forgiven.

"The featured player has a betwixt and between position at best. Without the rewards of stardom on the one hand or the refuge of unimportance on the other, he can never rest on his laurels.

"Nobody ever heard of a successful featured player saying, 'Well, this has been a difficult picture. I'm going to take it easy for a while and coast.' When a featured player slows up, the whole procession passes over him.

"Some people say he is the backbone of many pictures, but I wouldn't know about that. I do know he never gets away with anything less than a satisfactory performance. He may be short on glamor, but he's always right there with the best he's got."

With Jenkins in "Dance, Charlie, Dance," which was directed by Frank McDonald, are such players as Stuart Erwin, Glenda Farrell and Jean Muir.

SCREEN DIFFERENT SAYS STAGE COMIC

Some very pertinent observations were offered rather quickly when Olive Olson, former Broadway musical comedy comedienne, made her first screen appearance in a scene for "Dance, Charlie, Dance," the Warner Bros. comedy which will be shown at the Alce Theatre on Friday.

Miss Olson was obviously nervous about attempting to be funny the very first time she went before the cameras, and Director Frank McDonald was most considerate.

"When you go onto the stage you feel the presence of an audience and get an immediate reaction," says Miss Olson, "but walking in front of a camera, the first time, you get absolutely no reaction whatever.

"This is much more difficult for a comedienne than for a dramatic actress, and I have learned very quickly that to be a successful screen actress one must become an egotist, forget everything around one and create a world for oneself, and live and act in that.

"On the stage one plays to an audience and reacts accordingly, but in my very first scene in the movies, I realized I had to be the show and the audience reaction too.

"I can now easily understand why stage players suffer in their early movie scenes," the peppy stage comedienne continued. "On the stage one has the stage pretty much to himself, nothing disturbing behind the scenes, and an attentive audience in front of him.

"The intimacy of the movie set, the realization that one's features and gestures are to be magnified many times on the screen and the lack of an audience reaction give the newcomer problems enough, but when people keep walking around the set doing a dozen different things while the actor is trying to concentrate on—looking natural."

Stuart Erwin, Jean Muir, Glenda Farrell and Allen Jenkins have the featured roles in "Dance, Charlie, Dance." Miss Olson appears as a passe star of a stage revue of questionable merit. The picture was directed by Frank McDonald.

Collette Lyons Making Debut On Screen

Fourth Boston Girl To Star

When Collette Lyons, vibrant 25-year-old read-headed singer, dancer and comedienne from the musical comedy stage, was signed to a long term contract by Warner Bros. studio, she became the last number of a quartette of girls from the Hub City who have made good in Hollywood.

The others are Bette Davis, regarded as one of America's outstanding dramatic stars, Anne Nagel, pretty ingenue, and Veda Ann Borg, who, like Miss Lyons, is a flaming red head.

Miss Lyons, who came to the movie colony a few months ago, made her film debut as a temperamental would-be prima donna in the Warner Bros. farce-comedy, "Dance, Charlie, Dance," with Stuart Erwin, Glenda Farrell and Jean Muir. This laugh-getting movie adapted from a George S. Kaufman comedy, will open on Monday at the Strand Theatre.

Producer Mervyn LeRoy, who was then making "The King and the Chorus Girl," chanced to walk upon the set while Collette was going through a scene. He watched her dance and sing and immediately was interested. From the standpoint of the aspirant for film fame this is encouraging news, because the list of LeRoy screen discoveries is a lengthy one, headed by Clark Gable, Loretta Young, and a score more.

LeRoy inquired about Miss Lyons and learned that she had wowed Broadway a couple of years ago when she replaced Lupe Velez as the lead in the musical comedy, "Strike Me Pink." He also ascertained that despite her youth, she has had a well rounded experience in the entertainment world.

He asked her to make a screen test, and a day later he invited her to affix her signature to a long term contract as a Mervyn LeRoy player, in pictures released by Warner Bros.

Miss Lyons was born in Boston on October 3, 1912. After high school Miss Lyons went to the New England Conservatory of Music, where her fine voice excited much interest.

At the age of 15 she got her first taste of grease paint and the glamor of a theatrical life when she played a small part in a production of the Bob Ott musical stock company in Boston. She then left for New York.

After appearing in vaudeville for some time, she won her big chance as the successor of the volatile Lupe Velez in "Strike Me Pink."

With this smashing debut on Broadway, Miss Lyons was established. She was given the comedy lead in the Norma Talmadge-George Jessel "Little Show" and after a season was featured in the Broadway production of "Calling All Stars." She then appeared in her own act at various theatres of the R-K-O, Paramount-Publix, Loew's and the Warner Bros. circuit. She also visited England and France.

On to Hollywood where she made her start in films. At first unaccustomed to the businesslike audience in a studio, Miss Lyons quickly adapted herself to impersonal cameras however, and has forgotten the rounds of applause which greeted her every comic move on the stage.

The list of stage performers and particularly comedians is a large one in Hollywood, and the popular conception of opinion now has Collette Lyons up with the topnotch actresses in a short while after her debut.

Official Billings

Warner Bros. Pictures, Inc. present	40%
DANCE CHARLIE DANCE	100%
with	
Stuart Erwin — Jean Muir	75%
Glenda Farrell — Allen Jenkins	75%
Addison Richards	40%
Directed by Frank McDonald	20%
Music and Lyrics by	
M. K. Jerome and Jack Scholl	10%
A First National Picture	20%

Running Time 64 min.
Length 5728 feet

Jean Muir Is Hollywood's "No" Girl

Blonde Star
So Different

Because she had the habit of saying "No. Why?" to nearly everything when she started her film career, Jean Muir, who shares principal honors with Stuart Erwin and Allen Jenkins in "Dance, Charlie, Dance," which comes to the Strand Theatre on Friday, once was known as Hollywood's most stubborn young lady.

"I was being sincere, but I noticed that people thought I was silly to disagree so much," she says.

"They seemed to think that I didn't have any ideas of my own. And if they thought I did have any, they didn't want to hear them. I insisted on voicing my opinion. I didn't see why I should blink my right eye when I thought it would be better if I blinked the left."

"So directors must have hated me. And I bothered them all the time to know why they insisted on having things done a certain way. If they could convince me that they were right I didn't mind doing it their way. Otherwise I was rebellious. As a result it took me longer than it might have before I realized, that I was simply a newcomer to motion pictures and had a great deal to learn. I defer now to greater experience and knowledge."

Today Hollywood's attitude toward Miss Muir is more admiring than amused, although she has changed her attitude so suddenly and so radically. The cinema center admires bravado and Miss Muir has become one of Warner Bros.' important leading ladies. She is one example of the acting profession who has attained Hollywood success by disagreeing.

Miss Muir's rise has gone on over a three-year period. She came to Hollywood full of ideas about acting and the theatre which she had gained in New York. Her debut was made as a corpse in "Bureau of Missing Persons." Slow grooming prepared her for more and more important parts. Finally, with her performance in "Desirable," she got the applause of the usually biting commentator George Jean Nathan, who called her one of the best actresses in Hollywood.

Jean at present has the romantic lead, opposite Stuart Erwin, in "Dance, Charlie, Dance" which is an hilarious farce-comedy directed by Frank McDonald, from a screen play by Crane Wilbur and William Jacobs, adapted from the stage play by George S. Kaufman.

Others in the cast include Allen Jenkins, Glenda Farrell, Collette Lyons, Olive Olson, Chester Clute, and Tommy Wonder. M. K. Jerome and Jack Scholl wrote the music.

Jean Muir Likes Capes

Jean Muir, who startled Hollywood when she got there three years ago by wearing flowing capes, promises to start in again. She already has a big collection of capes and admits that they are her favorite item of wearing apparel.

Miss Muir is now playing one of the leading roles in "Dance, Charlie, Dance," the clever new comedynow at the Strand Theatre. With her in the cast are Stuart Erwin, Allen Jenkins, Glenda Farrell, Collette Lyons, and many others.

Glenda Farrell Has 3 Tailors Sewing Suits

Glenda Farrell, the film star, always seems to be on her way to the dress-makers. And there's a reason. Glenda has a new tailored suit in the making almost constantly.

The talented Warner Bros. actress now being featured in "Dance, Charlie, Dance" prides herself on being simply but smartly dressed. She prefers tailored suits and has three different tailors who make her suits.

She never wears the same suit two days in succession and arranges her orders for new tailored outfits so she always has an extra suit in the workshop. Recently Glenda was planning her spring and summer suits and had chats with one tailor or the other almost every day.

Some of her glenurghart and shetland plaid suits may be seen in "Dance, Charlie, Dance," when it comes to the Strand Theatre next Friday.

Stuart Erwin Is True Hick

Stuart Erwin, whose brilliant portrayal of "dumb country boy" characters has won him world fame and the stellar lead in the Warner Bros. comedy, "Dance, Charlie, Dance," which comes to the Strand Theatre next Friday, spent the first 20 years of his life in small towns far from anything theatrical.

Born in Squaw Valley, California, Erwin moved to Del Rey, Coalinga, Fresno, Mendota, Stockton and Porterville, all California fruit and cattle towns.

Erwin Knows His Lines

Stuart Erwin, playing the lead in "Dance, Charlie, Dance," a Warner Bros. farce that will come to the Strand Theatre on Friday, played the same part before, a long while ago. The show, a stage production by George S. Kaufman, was then called "The Butter and Egg Man." It was a smash hit running for some time.

"Little Eva" Farrell

Glenda Farrell, who plays a wisecracking ex-fan-dancer in "Dance, Charlie, Dance," the Warner Bros. farce which opens next Friday at the Strand Theatre, broke into theatricals 17 years ago, when she was 7. She played Little Eva in "Uncle Tom's Cabin" at Enid, Okla., her native town, far from Hollywood.

Newest Scholl-Jerome Hit

"Dance, Charlie, Dance" is the name of a new song as well as of the new Warner Bros. comedy-drama now on view at the Strand Theatre.

The song is a new-type rhythm number written by Jack Scholl and M. K. Jerome, who were responsible for the successful music of the recent "Melody for Two."

"Dance, Charlie, Dance," with Stuart Erwin, Glenda Farrell, Jean Muir and Allen Jenkins, introduces another musical novelty, "Ballet de Bunk," a burlesque on aesthetic and interpretive ballets, also written by Scholl and Jerome. Frank McDonald directed the picture.

George S. Kaufman

Penned Alco Film

George S. Kaufman, one of the country's foremost playwrights, wrote "The Butter and Egg Man," from which "Dance, Charlie, Dance," now at the Alco, was adapted. Stuart Erwin, popular comedian, played in the coast version of the play, and is now also in the film.

Kaufman, together with collaborators, penned such smash comedy hits as "As Thousands Cheer," "Of Thee I Sing," "Stage Door," and "You Can't Take It With You," the latter the Pulitzer Prize winner.



Collette Lyons, Broadway musical comedy star who is making her screen debut, gives Allen Jenkins the works, in "Dance, Charlie, Dance," the new comedy coming to the Strand Theatre next week.

Mat No. 201-20c

Stuart Erwin Played Same Role On Stage

Starred In George S. Kaufman Play
"Butter and Egg Man" For Edward
Everett Horton, Then A Producer

More coincidences, it would seem, come to light in Hollywood than anywhere else. Here's another to add to the long list. Six or eight years ago a young chap called Stuart Erwin, then a pupil at the Egan Dramatic School in Los Angeles, was playing a part in a long-run stage show entitled "White Collars."

In fact, he was playing his forty-eighth and last week in it—just before it was to be moved to Broadway, New York, for another long run—when his work attracted the attention of Edward Everett Horton, then a theatrical producer.

"Young fellow, I hear you don't want to go to New York," said Eddie, meeting Erwin backstage. "If that's so, I wish you'd take a part in one of George S. Kaufman's big eastern hits that I'm going to produce here on the West Coast."

"It's a comedy called 'The Butter and Egg Man,' and has had a long run on Broadway. It's a king of a boob role I want you for—the sort of thing you've done so well in this show."

Stuart Erwin didn't take the remark to heart, took the part, made a hit in it, then played in "Beggars on Horseback," "The Tavern," "Strawberry Blonde" and "Chicago." From Horton's plays he went into pictures in "Mother Knows Best" and has been on the screen ever since, usually doing boob parts.

A few weeks ago (and here's the coincidence) "Stu" got a call from the Warner Bros. studio. "We're going to make a picture called 'Dance, Charlie, Dance,' in which the lead will be right up your alley," he was told.

He accepted the part, sight unseen, and a script was sent to him. He read it and called back: "Why, that's just like 'The Butter and Egg Man,' in which I played for Eddie Horton on the stage," he said.

"That's just what it is—'The Butter and Egg Man,' slightly changed and adapted for the screen," he was informed.

It was no wonder that Stuart Erwin thoroughly enjoyed the making of "Dance, Charlie, Dance," especially with such fellow players as Glenda Farrell, Allen Jenkins, Jean Muir and Collette Lyons. He was able to coach them all in their parts.

The comedy, which opens next Friday at the Strand Theatre, was directed by Frank McDonald from a screen version adapted by Crane Wilbur and William Jacobs from the Kaufman play.



Mat No. 101-10c

Glenda Farrell, vivacious blond comedienne, plays an ex-fan dancer in "Dance, Charlie, Dance," the current attraction at the Strand Theatre.

THE STORY

Alf Morgan (Allen Jenkins) is a phony Broadway theatrical promoter. He tries to get money to back a bad show from his wife (Glenda Farrell), a former fan dancer. Failing, he and his pal Phil MacArthur (Charles Foy) join forces to get production costs wherever they can.

They find a girl called Bobbie Benson (Collette Lyons) who wants to be a star, and her boy friend promises the money. But he backs out when an honest stage director tells Bobbie she can't either sing or dance.

It looks like curtains for the proposed show when along comes Andy Tucker (Stuart Erwin), a boob from the sticks who has just inherited some money and is also stagestruck. He invests \$20,000 in return for a 49 per cent interest in the show.

At a small-town tryout it is a flop. Intended as romantic drama, it receives only laughs. Andy thinks he could improve it by methods of his own, and would like to buy out his "partners," but has no money left.

While drowning his sorrows, he meets a hotel man, Alvin Gussett (Chester Clute), who has \$10,000 he'd like to invest. Andy and Alvin buy the show, Andy doctors it, they take it to New York, and it is a great success, being called "clever satire" by the critics.

At the height of its money-making run, an attorney claims a two-thirds interest for an unnamed client, claiming the show was plagiarized from one of that client's stories. His claim happens to be legitimate.

Granted a few minutes for consultation, Andy and Alvin walk around the block with Mary Mathews (Jean Muir) a secretary with whom Andy has fallen in love. During the walk they meet Morgan and MacArthur, the original "partners" whom they had bought out.

These phonies now want to buy back the controlling interest — not knowing the plagiarism angle — and on Mary's advice, Andy and Alvin sell out all their rights for \$100,000.

Andy and Mary are married then, and Andy and Alvin invest their big bankroll in the safe and sane hotel business, leaving the phonies with a lot of grief on their hands.

Glenda Farrell Began Career In Flop Play

The theme of the play "Life Begins" was a true one in more than one way, for Glenda Farrell, now featured in her thirty-fifth screen play, the Warner Bros. farce-comedy "Dance, Charlie, Dance," which opens at the Alco Theatre on Thursday.

After appearing on the stage on the Pacific Coast for several seasons, Miss Farrell went to New York for the Broadway production of "Life Begins."

The play was an actor's paradise but a commercial flop. It lived only one week on Broadway, but before it died a Warner Bros. talent scout saw Miss Farrell, gave her a long term contract for moving pictures and a new life began for the ambitious young actress whose New York stage "break" seemed such a bust.

As a screenplay "Life Begins" was an unusual hit, and Miss Farrell played in it. It was perhaps the most serious part she ever had. The Warner executives detected comic possibilities in her and set out to develop them. They teamed her with Joan Blondell, and this pair made many a swift comedy together. One of their latest was the successful "Gold Diggers of 1937."

Currently Miss Farrell is playing an ex-fan-dancer in "Dance, Charlie, Dance," co-featured with Stuart Erwin, Jean Muir and Allen Jenkins. This gay farce was directed by Frank McDonald, from a screen play devised by Crane Wilbur and William Jacobs, based on George S. Kaufman's stage hit, "The Butter and Egg Man."



Comedy Technique Lies In Variety

Frank McDonald, Director Of "Dance, Charlie, Dance," Says Combine Of Humor Styles Makes Best Entertainment

The dramatic actor more or less follows a traditional method. One character actor's technique differs from another's only in quality. The comedian alone, has a method distinctly his own. These are the beliefs of Frank McDonald, who has directed many plays and pictures and who recently made "Dance, Charlie, Dance," the Warner Bros. farce-comedy, which will open at the Strand Theatre on Friday.

"It is the combination of several varieties of humor styles that makes comedies good entertainment," he said. "One type of comedy would be likely to pall in most cases."

"Great comedy stars have always had other comics in their shows. In 'Dance, Charlie, Dance' there is a perfect example of diversified comedy."

"There is Stuart Erwin, smoothly quiet of method. His stumbling bewilderment is a direct contrast to the comedy of his colleagues."

"Allen Jenkins, boisterous, cocksure and laughably dumb, gets his results just as surely, though by opposite methods. Glenda Farrell is a foil for both with her bubbling assumption of know-it-all hardness. I never saw a more effective combination of comedy methods than in this trio. The work of each is all the funnier because of its contrast to that of the others."

The story of "Dance, Charlie, Dance" is based on the experiences of a small town innocent, played by Stuart Erwin, who comes to New York to make a fortune. Quite by accident, he becomes owner of a Broadway hit, but not until he has passed through a storm of hilarious complications.

Jean Muir, Harvey Clark, Charles Foy, Olive Olson, Collette Lyons and Chester Clute are included in the big cast of featured players. There are also two song hits by Jack Scholl and M. K. Jerome. The film is based on a George S. Kaufman comedy play.

Allen Jenkins Picks Winners In Novel Way

Allen Jenkins, who plays one of the leading roles in "Dance, Charlie, Dance," the Warner Bros. comedy-drama now showing at the Strand Theatre, has a system for picking horse race winners that goes the famous Erwin of "Three Men on a Horse," one better.

Jenkins carries in his overcoat pocket a leather case containing a collapsible silver drinking cup. When he has a moment between scenes, he writes the numbers of various horses in the various Santa Anita races on tiny slips of paper, rolls them up individually and shakes them up in his cup.

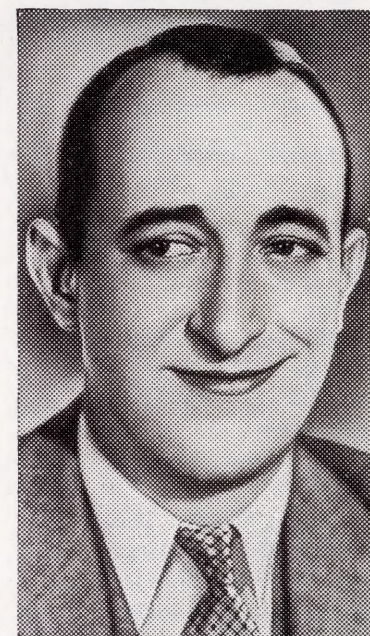
Well shaken, Jenkins carefully opens the case, closes his eyes and picks out one of the paper pellets. Then he arranges a small bet accordingly.

One day, while "Dance, Charlie, Dance" was in production, noon-day tipsters spread the word that a certain long shot was slated to have a lucky day. Jenkins merely laughed but he went to his dressing room. Before returning to the set, he gave his cup a good shake, closed his eyes, picked out a tiny piece of paper, read the number and phoned in his bet.

The number was that of the long shot so well heralded at luncheon—and the horse won, paying an unprecedented 50 to 1.

Out of more than a hundred numbers Jenkins has drawn, a good majority have brought him profit.

Stuart Erwin, Glenda Farrell and Jean Muir have the leads.



Mat No. 102-10c
Fast-rising comedy star Allen Jenkins shares laugh honors with Stuart Erwin in "Dance, Charlie, Dance," current feature attraction at the Strand Theatre.

Dance Director Gives His Gals Brain Quiz

Eddie Larkin, who directed the musical and terpsichorean numbers for Warner Bros. comedy, "Dance, Charlie, Dance," from a stage play by George S. Kaufman which comes to the Strand Theatre on Friday, is the only dance director who subjects chorus applicants to an I.Q. (Intelligence Quotient) test first, and then considers other qualifications.

"Girls dance with their brains, not their feet," said Larkin "and the intricate routines of modern dances demand quick wits, concentration and intelligence."

"If girls are selected for face and figure, there is no insurance against trouble and loss of time in working out a dance."

"If they are chosen for brains, I can still pick out the beautiful ones. Incidentally, in the choice I made from among 200 girls called for 'Dance, Charlie, Dance,' the ones I selected for intelligence turned out to be the most beautiful; that often happens in Hollywood."

Larkin, who got his training under the renowned John Murray Anderson, was a featured dancer in the New York production of "Present Arms." His first picture work was in "Show of Shows." He directed stage shows at the Warner Hollywood and the Paramount theatres.

In "Dance, Charlie, Dance," featuring Stuart Erwin, Glenda Farrell, Jean Muir and Allen Jenkins, there are several back stage scenes of chorus rehearsals and one big dance number.

Stu Erwin Once Had Reporter Ambition

Left University Of California For Dramatic School; Has Since Excelled In "Dumb" Roles

One hundred miles of travel changed Stuart Erwin's entire outlook on life, his dreams and his ambition.

The young man whose intelligent portrayal of 'boob' characters on the screen and stage has won him friends in every part of the world, was born and raised in the rural district of Northern California.

Like every boy in his early teens Erwin dreamed of many things, but most of his dreams pictured him as a brilliant reporter and writer.

Then came graduation, a summer's vacation that passed all too swiftly, and the big day when he reported to the registrar's office at the University of California, in Berkeley, less than 100 miles away.

Gradually the lad who dreamed of being another Arthur Brisbane, Richard Harding Davis, Roy Howard, Floyd Gibbons or O. O. McIntyre found the drama classes more interesting than the study of journalism. Then, across the bay at San Francisco were gay theatres with entertaining and fascinating shows. Going to the theatre was handy—and a distinct pleasure.

Before the end of his first college year Erwin had changed his mind and his plans. With the money he saved for his college education he went to Los Angeles and took up a serious study of theatricals at the Egan Dramatic School.

After four months he was given a chance to substitute for a regular actor appearing in "White Collars." His ability to grasp the true feeling of the part was noticeable and later he played 'Cousin Henry' in this memorable stage hit for 48 weeks.

Monotonous though playing the same part night after night became, Erwin found a new enthusiasm for acting every time he appeared before a new audience and his journalistic dreams were completely forgotten.

Five more plays and Erwin was brought into the movies in "Mother Knows Best" and the boy who wanted to be a reporter was headed toward stardom in a new field.

Currently Erwin plays the stellar role of a small town "boob" in Warner Bros. "Dance, Charlie, Dance."

Frank McDonald directed the picture, which will open at the Strand Theatre on Friday, from a screen play by Crane Wilbur and William Jacobs.

NEWCOMER TO FILMS

Olive Olson, for several seasons one of Broadway's most popular stage comedienne, makes her first screen appearance in support of Stuart Erwin, Jean Muir and Glenda Farrell in "Dance, Charlie, Dance," the Warner Bros. comedy which opens Friday at the Strand Theatre. Miss Olson and Miss Farrell were school chums in New York in their 'teens.

McDONALD'S 17th FILM

Frank McDonald who directed "Dance, Charlie, Dance" for Warner Bros., started in the theatrical business at 17, in 1917 and after 17 years in the theatre made his first picture in 1934. His current picture is his seventeenth. A breezy comedy. It co-stars Stuart Erwin and Glenda Farrell. It comes to the Strand Theatre on Friday, the 17th.

He's Got Two Swell Reasons For Making Good!
...A BLONDE!...AND A BRUNETTE!



You'll howl yourself hoarse
when this rustic romeo hears
the call of the wild...women!
And learns that all is not
gold that glitters...especially
when it's a blonde!

"DANCE CHARLIE DANCE"

Presented by Warner Bros. with
STUART ERWIN
JEAN MUIR
GLENDA FARRELL
ALLEN JENKINS

Directed by Frank McDonald • Music and
Lyrics by M. K. Jerome & Jack Scholl
A First National Picture



345 Lines Mat No. 302—30c

Here he is! THE MAN
WHO MAKES THE NATION LAUGH!
 See Stu Erwin in his funniest hit...as the country boy with
 two reasons for making good...a blonde and a brunette!



"DANCE CHARLIE DANCE"

with
STUART ERWIN · JEAN MUIR
GLEND A FARRELL · ALLEN JENKINS

Directed by Frank McDonald · Music and Lyrics by M. K. Jerome
 & Jack Scholl · A First National Picture · Presented by Warner Bros.

T H E A T R E

312 Lines Mat No. 301—30c

Stu Erwin as the Rustic Romeo who heard
 the Call of the Wild-women!

He learned that all is not gold that glitters
 . . . especially when it's a blonde.

Meet Andy Tucker The Perfect Sucker
 With a heart as big as his head . . . and just
 as soft!

*HE RUSHES IN . . .
 WHERE BROADWAY
 "ANGELS" FEAR
 TO TREAD! . . .*
 And has his wings...as well as his check
 book...clipped by as gay a bunch of pirates
 as ever scuttled a show! You'll love Stu
 Erwin as the goof that laid the golden egg!



"DANCE CHARLIE DANCE"

Presented by Warner Bros. with
STUART ERWIN
JEAN MUIR
GLEND A FARRELL
ALLEN JENKINS

Directed by Frank McDonald · Music and
 Lyrics by M. K. Jerome and Jack Scholl
 A First National Picture

T H E A T R E

104 Lines Mat No. 202—20c

A Corn-fed Casanova who lacks in the bean
what he's got in the bank!

This Alfalfa Adonis goes from making hay
while the sun shines . . . to making hey-hey
where the bright lights shine.

*For laughing
purposes only!*

What he didn't know about
show-business could fill a book
. . . a check-book! And what
he didn't know about blondes
did fill a book . . . her diary!



**"DANCE
CHARLIE
DANCE"**

with
**STUART ERWIN
JEAN MUIR
GLENDA FARRELL
ALLEN JENKINS**

Directed by Frank McDonald
Music and Lyrics by
M. K. Jerome and Jack Scholl
A First National Picture
Presented by Warner Bros.



T H E A T R E

208 Lines Mat No. 204—20c



**EENY-MEENY-MINIE-MO!
CATCH A SUCKER BY THE DOUGH!**
Meet Alfalfa Andy...so dumb that he out-
smarted Broadway's champion chiselers!

**"DANCE
CHARLIE
DANCE"**

with
**STUART ERWIN
JEAN MUIR
GLENDA FARRELL
ALLEN JENKINS**

Directed by Frank McDonald
Music and Lyrics by M. K. Jerome & Jack Scholl
A First Nat'l Picture • Presented by Warner Bros.



154 Lines Mat No. 203—20c

He Sold His Country Homestead So That He
Could Go To Town!

He Had What It Takes! . . . So They Took
Him For Plenty!

He's Sweet And Very Shy . . . Especially On
Brains.

A GROUP OF ADS FOR

YOU'LL LOVE ANDY TUCKER!
HE'S SWEET AND VERY SHY!
... ESPECIALLY ON BRAINS!
But he's got a million-dollar personality
... 'cause what this corn-fed Casanova
lacks in the bean he's got in the bank!



**"DANCE
CHARLIE
DANCE"**
Presented by Warner Bros. with
**STUART ERWIN
JEAN MUIR
GLENDA FARRELL
ALLEN JENKINS**
Directed by Frank McDonald • Music and
Lyrics by M. K. Jerome & Jack Scholl
A First National Picture

73 Lines Mat No. 107—10c



HE SOLD HIS
COUNTRY HOMESTEAD
SO THAT HE COULD
'GO TO TOWN'! . . .
You'll laugh 'till you cry for
more as this alfalfa adonis goes
from making hay while the sun
shines... to making hey-hey
where the bright lights shine!



**"DANCE
CHARLIE
DANCE"**
Presented by Warner Bros. with
**STUART ERWIN
JEAN MUIR
GLENDA FARRELL
ALLEN JENKINS**
Directed by Frank McDonald • Music and
Lyrics by M. K. Jerome and Jack Scholl
A First National Picture

79 Lines Mat No. 106—10c

THIS GOOF IS THE
PROOF THAT
BARNUM WAS RIGHT!
Meet Andy Tucker... the
perfect sucker! He's got
more money than brains



**"DANCE
CHARLIE
DANCE"**
Presented by Warner Bros. with
**STUART ERWIN
JEAN MUIR
GLENDA FARRELL
ALLEN JENKINS**
Directed by Frank McDonald • Music and
Lyrics by M. K. Jerome and Jack Scholl
A First National Picture

53 Lines Mat No. 105—10c

MEET ANDY TUCKER!..
THE PERFECT SUCKER!
With a heart as big
as his head... and
just as soft!...



**"DANCE
CHARLIE
DANCE"**
with
**STUART ERWIN
JEAN MUIR
GLENDA FARRELL
ALLEN JENKINS**
Directed by Frank McDonald • Music and Lyrics
by M. K. Jerome and Jack Scholl • A First
National Picture • Presented by Warner Bros.

40 Lines Mat No. 104—10c

THE SMALL BUDGET



36 Lines Mat No. 109—10c



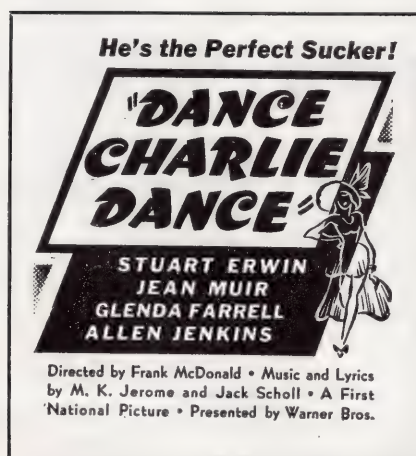
76 Lines Mat No. 205—20c



25 Lines Mat No. 110—10c



62 Lines Mat No. 207—20c



27 Lines Mat No. 108—10c



62 Lines Mat No. 206—20c



IDEAS FOR

DANCING FIGURES

Standard window displays of the moving rotary type lend themselves to exploiting dance angle. Have your artist or carpenter fashion small cut-out figures of the principal players in the picture and mount on the turntable of display device which whirls them to the strains of hit tunes. Stunt can be dressed by arranging circle of stills and window card about turntable.

DANCING EXHIB

By tying up with a dancing school you should be able to promote an attractive dance exhibition to be held on the stage of your theatre. Stunt gives you a chance to plug the title without bringing dance schools into competition. Schools should announce show in papers and in window displays.

PLAY UP TOMMY

Tommy Wonder has a dancing part in the picture. Play him up with stills in lobby as the fellow who came out of a severe case of infantile paralysis and overcame overwhelming odds to become a top ranking dancer. He was the star of George White's "Scandals" and created the dance that Shirley Temple did in a recent picture.

LEARN TO DANCE

Get a dance instructor to give lessons in tap dance in your lobby. Or offer to teach all who attend the first show each day. Tie-up should help attract students to dance school as well as to your theatre.

STREET DANCING

For a street gag you might dress a couple in ball room clothes and have them dance through the streets attracting as much attention as possible. Card on backs explains the exhibition, plugs your show. Ushers tag along passing out heralds to interested onlookers.

BALLOONS DANCE

Have your artist paste cut-outs of the stars on balloons which are suspended across entrance. To each balloon attach card-board legs of the loose-jointed sort. String supporting balloons is fixed to an agitator which causes balloon figures to take on effect of dancing a jig. Balloon give-aways would work in well here.

MONKEY WITH THIS

For a street bally arrange to have an organ grinder go through the main streets with a trained monkey. The grinder carries window cards on his back and he shouts to monk telling him to "Dance Charlie Dance." Do you think monkey could hand out heralds to standersby?

DANCE, SHOES, DANCE

Dancing shoes are good attention-getters. Place a pair of white shoes in window of prominent store. Shoes go through dance steps apparently without human aid. Black string in front of dark background will do the trick very nicely. Motive power supplied by small motor with revolving cam shaft or eccentric wheel to which is attached black thread.

DANCING CONTEST

Play up the "Dance Charlie" title through the medium of a dance contest to be held on the stage of your theatre. Arrange the couples back stage and let them run through a brief routine one couple at a time. Winners are chosen by the applause of the audience. Prizes could be trophies awarded by theatre and prominent dance school.

TOYS DANCE TOO

Contact local toy shops and procure small dancing figures which can be attached to phonographs in music shop windows. Figures go round to the tunes from the picture while ad copy and stills in the window tell the rest of the story. Might use dance toys in lobby.

LYRIC CONTEST

Give local hopefuls a chance to show their talent by running a "Dance Charlie Dance" lyric contest. Contestants are to write rhymes each stanza of which ends with the words "Dance Charlie Dance." Lyrics can be sung from the stage of your theatre and prizes awarded those getting the most laughs. May be used as a limerick test.

DANCING ON STAGE

A natural for "Dance, Charlie, Dance" is dancing after the last show on your stage for your patrons. A little orchestra and an announcement and plug over your loudspeaker will combine to make a convivial spirit for the nights you are running the picture. Young people especially will flock.

DANCE SPOTS AID

Have your job printer make up some small stuffers with name and play date of picture and arrange to have them distributed with tickets to dance halls, cabarets and night clubs.

TIE-UP STILLS

The stills listed below can be used for local tie-up purposes and may be procured from Warner Bros. Campaign Plan Editor, 321 West 44th St., N. Y. C. at the special price of sixty-five cents per set. Individual Stills—10c.

GF-Pub. A-128, 129—Shows Glenda Farrell at a typewriter.

GF-Pub. A-125 —Glenda demonstrates a Frigidaire.

GF-Pub. A-135, 140—Tennis, as Glenda plays it.

JM-Pub. A-124, 113—Jean Muir shown fishing.

JM-Pub. A-163 —Nail polish put on by Jean.

On With "Dance, Charlie, Dance" . . .

EXPLOITATION



STILLS IN WINDOW

A display for windows of investment houses and insurance companies can be made up with stills showing Allen Jenkins giving Stuart Erwin a sales talk. Company adds its tag line like this "Why waste words? Everyone knows insurance means security. Take a lesson from Stuart Erwin the perfect sucker!"

TELEPHONE CO-OP

In smaller cities you can work the telephone time-telling stunt. When the local operator gets a call for the correct time she says this "The time now is . . . and a better time is waiting for you at the Strand now showing "Dance Charlie Dance."

CONTEST IN LOBBY

Take a look at the special 4-Day Sucker Contest on another page of this press book and see how you can adapt it to a lobby display of unusual interest. Patrons will have much fun solving test, if it is presented in clear enough manner. Local better business bureaus might have material for display.

ON GEO. S. KAUFMAN

Play up George S. Kaufman as the author of this picture. Get hold of some pictures of him and plant them in the lobby with the line "He wrote it." prominently displayed. Mention the fact that he authored such hits as "Beggars on Horseback," "Once in a Lifetime," "Of Thee I Sing," etc.

SHOE STORE TIE-UP

For a natural tie-up with a local shoe store, place stills and ad copy in the window along with a line something like this "DANCE CHARLIE DANCE —But you can't dance unless you are wearing shoes that give you perfect comfort." etc.

USE TEASER ADS

The classified pages of your newspaper should be an excellent spot for promotion on this film. You might use a number of teaser ads "Don't Be A Wallflower — See Dance, Charlie, Dance." etc. Co-op page promoted by paper with all dance schools sharing space should be a natural for tying in with the title of your show.

STAR PORTRAIT

Make use of the excellent autographed color-gloss star portraits of Glenda Farrell available for this picture. Give them out as prizes, at dances, and in the lobby at matinees. Might get dance schools to pay part of the cost in return for their ad on reverse side.

MARIONETTE SHOW

Put on a marionette show in your lobby or in a prominent window. If possible have the dolls look like the stars of "Dance, Charlie, Dance." Of course the figures will dance and then display a card plugging your show.

VITAPHONE SHORTS

"LAND OF THE MAGYAR" (Color-Tour Adventure) A colorful journey into the secrets of far-off Hungary.

(10 minutes—No. 2518)

"DAVID MENDOZA AND HIS ORCHESTRA" (Melody Master) The famed maestro Mendoza assisted by Lucille Manners, The Revelers, Robert Simmons, Miner and Root.

(10 minutes—No. 2518)

"VAUDEVILLE HITS" (Big Time Vaudeville) Fast-paced vaudeville with Len Manning and Mitzi, Byrne Sisters, Jules and Clifton and Elaine Arden.

(10 minutes—No. 2612)

"PALM BEACH KNIGHTS" (Vitaphone Novelties) Charles Ahearn and Company in a grand comedy sequence.

(10 minutes—No. 2712)

"PORKY'S BUILDING" (Looney Tune) Another laugh-packed cartoon with Porky at his looniest best.

(8 minutes—No. 2811)

"EGGHEAD RIDES AGAIN" (Merrie Melody in Tech.) A merry story of Egghead who goes west on a riotous jaunt.

(8 minutes—No. 2214)

OLD ROLE DISPLAY

Play up Stuart Erwin as the grand comedy character of the old as well as the new school. Dig up some shots of him in his better roles and plant them in your theatre lobby. Display can be best arranged on an "A" board with pictures on one side and query "Remember him here?" Patrons find explanations on other side of board.

HAYSEED HELPS

Dress up man like a country bumpkin and have him do the town with a sign on his back reading "I'm just a hick but watch me make my first killing in 'Dance Charlie Dance' at the Strand!" Might give him a carpet bag from which he passes out heralds.

CHARLIE DANCES

Do a little investigating and maybe you'll find an exhibition dancer in town whose first name is Charlie. Shouldn't be too hard to plant some shots in paper showing him demonstrating newest dance routines. Of course the natural caption for any photographs used should be, "Dance, Charlie, Dance."

ON WITH THE LAFFS

This is a laff-fest and your front and lobby displays should show it. Special set of laff-stills which were made available originally on "3 Men on a Horse" press book can be put to work again. If you haven't the set on hand, then order: "Laughing stills" — set of five — 50c. Order from Campaign Plan Editor, 321 W. 44th St., N. Y. C.

RELAX

Write to business men, doctors, lawyers etc. reminding them of the value of relaxation and the fact that a swell way to get it is by seeing "Dance Charlie Dance" at your theatre. Tell them that here's a picture to make them forget their cares.

Turn to Next Page for Contest Tie-up

4-DAY "SUCKER" CONTEST

This contest ties in the sucker angle—how the hick from the sticks in the person of Stuart Erwin got taken over by a couple of Broadway chisellers. Each day an actual "sucker" story is printed but the "catch" is withheld. That's where the readers come in—to tell what the catch is. Order Mat No. 501B—50c from the Campaign Plan Editor, 321 W. 44th St., N. Y. C.

(1st Day)

"DANCE, CHARLIE, DANCE" SUCKER CONTEST BEGINS



P. T. Barnum is reported to have said, "there is a sucker born every minute." True or not, it is certain that Stuart Erwin, in the above scene from "Dance Charlie Dance," which will appear soon at the Strand Theatre, will fall into the sucker classification if Allen Jenkins and Charlie Foy get what they seem to be after.

Now, here's a chance for you to show that unlike Stuart Erwin, you are no sucker and would never make good material for a clever confidence man to work on. Today, and for the three succeeding days, a situation will be printed in this paper which you should see through without much difficulty if you are on your toes. Solve it—that is, find the catch.

Be one of the first five to submit your answer to the Strand Theatre, and you will win two free tickets to this hilarious picture.

Here it is: A secretary, whose employer has just departed for Europe received a cablegram signed by him instructing her to accept and pay for, a package which would be delivered to her by messenger that day. When the messengers called with the package she refused to pay for it. What plan had she followed and why?

(2nd Day)

IF YOU'RE NOT A SUCKER, YOU CAN WIN FREE TICKETS



Here it is folks, the second problem in the "Dance Charlie Dance Four Day Sucker Contest." Solve it and submit your answer to the Strand Theatre where this Stuart Erwin picture is to appear soon. If you are one of the lucky first five you will be given two free tickets to this comedy hit.

Here's the second problem. A man presented a five dollar bill to a bank cashier for deposit. With just a casual glance the cashier returned it saying that the bill was a forgery and not acceptable by the bank. The man took the bill home with him and examined it carefully. It was the usual color green on one side with a picture of the Lincoln Memorial

in the center. On the other side the denomination numerals were present along with two serial numbers, a picture of George Washington, the signature of the Secretary of the Treasury, and other usual marks of identification. Something very obvious must have been wrong with the bill if the cashier was able to call it a fake so easily and quickly. Can you tell what it was? Get out a five dollar bill and see.

(Lead)

Win Ducats For Answers

Thousands today are still being trimmed by bogus schemes, smart talkers, and whatnot. This week the Strand Theatre and The Times are going to give you a chance to prove your astuteness in showing up sucker schemes and thus win for yourselves a pair of guest tickets to "Dance, Charlie, Dance," a Warner Bros. musical comedy coming to the Strand next Friday.

It all started when your editor saw a preview of the picture and decided to find out if his readers and Stuart Erwin the star of the film, react the same way. In the picture, Allen Jenkins, that popular comic, and his partner, induce country boy Erwin to buy a flop show. With defeat staring him in the face Erwin, with the aid of lovely Jean Muir, turns the tables and makes the show a smash hit on Broadway. With a law suit for plagiarism in the offing, Stu smartly resells the show at a high figure to the unsuspecting Jenkins and romps off with a handsome profit.

Here's the information on the contest. Each day a typical confidence racket will be printed, but the catch is withheld which is to be supplied by you. All you have to do is show that you are not a sucker by revealing the catch in it. (Of course if you think you'd care to invest in the idea, why say so, sucker!).

For the five cleverest and neatest answers, a pair of tickets to "Dance, Charlie, Dance," good for any performance, will be awarded.

Answers must come all together, addressed to the "Dance, Charlie, Dance" Contest Editor, and be postmarked not later than Thursday, July 29.

"Dance, Charlie, Dance" is based on the George S. Kaufman hit, "The Butter and Egg Man." Kaufman is the author of such famous plays as "Once In A Lifetime," "Of Thee I Sing," and "The Beggar on Horseback."

ANSWERS

FIRST DAY — She had wired her boss on the boat and he had wired back that he knew nothing about it. Crooks keeping an eye on the passenger list had sent the first cablegram and were working with some others on shore.

SECOND DAY — The picture of Abraham Lincoln, not George Washington should appear on all five dollar bills.

THIRD DAY — The salesman and supposed investor were working together. The salesman would take his commission and both he and the fake investor would disappear before note became due.

FOURTH DAY — The catch is that the first investors can be paid off but those at the end of the chain cannot.

(3rd Day)

MANY WIN PAIRS OF DUCATS SHOW UP SUCKER SCHEMES



The sucker is caught—that beautiful moment that every chiseling promoter dreams of, seems to have arrived in this scene from "Dance, Charlie, Dance" coming soon to the Strand. Read the following problem carefully, if you can solve it you may be among the five to win a pair of tickets to "Dance, Charlie, Dance."

A salesman who had been working for a cut rate drug manufacturer for just a few days, went in to his employer and said that he had a very wealthy prospect on his list. He also said that because of his extremely short term of service with the company he felt he should have the assistance of his employer on such an important deal.

The manufacturer agreed and accompanied his salesman to the home of the man in question. They found him totally disinterested at first, but after a little high pressure selling by the manufacturer, the man gave his note for five thousand dollars payable in sixty days. Elated, the employer readily agreed to give the salesman an advance on his percentage when he requested it upon their return to the office. What do you think probably happened after that and how did it work?

(4th Day)

LAST CHANCE FOR TICKETS IN STRAND SUCKER CONTEST



There goes Stuart Erwin's dough and it's in very bad hands, and there, but for the grace of the Secret Service might be your money. In the film, "Dance, Charley, Dance" coming soon to the Strand Erwin plays a poor sap who buys up a show that is a flop. In conjunction with the showing of this picture we have been printing some typical confidence racket gags of which today's is the last, and we are asking readers to express their opinions. To the best answers will be awarded a pair of tickets to "Dance, Charlie, Dance."

The following ad appeared in a newspaper:

Clever investors can more than double their capital by investing with me. Send me any amount and I will guarantee to double it in thirty days.

Investors started out with small amounts, and they regularly received their money back doubled, at the end of thirty days. Where was the catch?

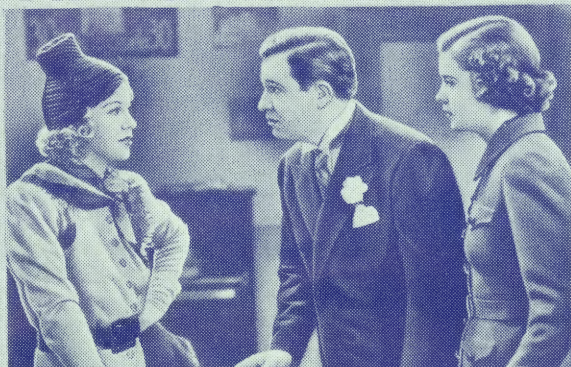
NON-RENTAL ITEMS

5½" x 14" GIANT HERALD
\$1.75 per M . \$2.00 per M
5M or over Less than 5M

THEATRE IMPRINT

HERE HE IS!...THE GOOF THAT LAID THE GOLDEN EGG!

He thought he was a second Ziegfeld...but he turned out to be a second-rater when this featherbrained fan-dancer and her chiseling chums took him for a \$20,000 buggy ride!



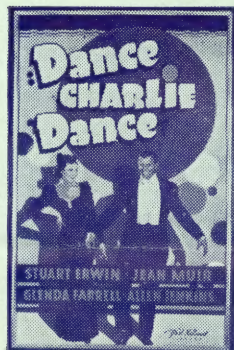
...MEET ANDY TUCKER!...THE PERFECT SUCKER! He's got two swell reasons for making good...a blonde...and a brunette!



GIANT COLORED HERALD

PRINTED ON GREEN, COATED STOCK

For sure-fire results, put this giant sized herald to work for you. The entire reverse side has been left blank so that you may sell the space or utilize it in any manner you think best. Generous imprint space on the front for your theatre and playdates.



40" x 60"

(also available in size 30" x 40")

11" x 14" COLOR-GLOS AUTOGRAPHED STAR PORTRAITS

PRICES:

1 to 9	35c ea.
10 to 24	30c ea.
25 & over	20c ea.



GLEND A FARRELL

(Star of DANCE, CHARLIE, DANCE)

OTHER WARNER STARS AVAILABLE IN 11" x 14" COLOR-GLOS STAR PORTRAITS ARE:

EDWARD G. ROBINSON
BETTE DAVIS
LESLIE HOWARD
PAUL MUNI
RUBY KEELER
FERNAND GRAVET
JOAN BLONDELL

KAY FRANCIS
ERROL FLYNN
HUMPHREY BOGART
DICK POWELL
BORIS KARLOFF
CLAUDE RAINS
BEVERLY ROBERTS

JUNE TRAVIS
PAT O'BRIEN
HUGH HERBERT
OLIVIA de HAVILLAND
GEORGE BRENT
MARGARET LINDSAY
FRANK McHUGH

JOSEPHINE HUTCHINSON
ANITA LOUISE
BARTON MacLANE
BILLY & BOBBY MAUCH
DICK FORAN
IAN HUNTER
MARION DAVIES

THEATRE IMPRINT



THEATRE IMPRINT



MIDGET WINDOW CARD
PRICE 4c ea.

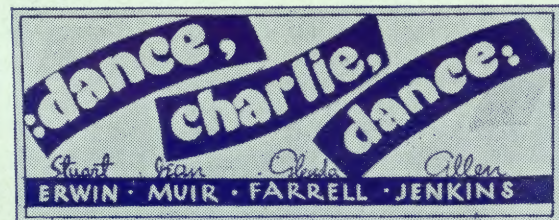
REGULAR WINDOW CARD
PRICES: 1 to 49—7c ea.; 50 to 99—6c ea.; 100 & over—5½c ea.



SLIDE 15c ea.

LOBBY DISPLAYS

Alert showmen are everlastingly on the look-out for opportunities to express their individuality in showmanship. The wide range of display accessories available thru our display plan gives you a most complete expression to your showmanship selling campaign. Drop us a postcard today. Let us tell you how your theatre can have these displays at a reasonable weekly rental fee.



24" x 60"

(also available in size 24" x 82")

Write direct to:

AMERICAN DISPLAY COMPANY, INC., 525 W. 43RD ST., NEW YORK CITY

RENT THESE ACCESSORIES

Warner Bros. presents a new type of combination lobby frame, to be known as **FLOOR-AND-WALL STUDIO FRAME**

The frame is composed of two parts: one, the frame itself; two, a separate easel on which it stands. As a floor display, the frame is used in conjunction with the easel as shown in the illustration. When occasion demands, frames may be hung on the wall. There are brass hooks in back of each frame to facilitate hanging.

PRICES: 40 x 60, complete with easel, \$10.00 each.

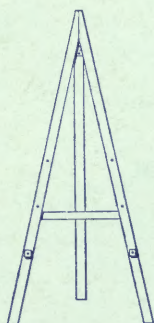
One-Sheet size, complete with easel, \$5.00 each.

See samples at your Vitagraph Exchange. Order directly from your Vitagraph Ad Salesman.

Frame
used as
wall
display.



Artist's
easel



Frame
and easel
used as
floor
display.



ONE-SHEET

RENTAL 8c ea.



THREE-SHEET

RENTAL 24c ea.

SPECIAL QUANTITY PRICES

ONE-SHEETS

50 to 99 11c ea.
100 & over 9c ea.

THREE-SHEETS

50 to 99 32c ea.
100 & over 28c ea.

SIX-SHEETS

25 to 49 80c ea.
50 to 99 70c ea.
100 & over 60c ea.



SIX-SHEET

RENTAL 48c ea.



COLORED

22

x

28's

RENTAL:

20c EACH



COLORED

11

x

14's

SET OF 8

Rental: 35c



INSERT CARD
RENTAL 12c ea.

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